VILNIAUS KOLEGIJA | HIGHER EDUCATION INSTITUTION
FACULTY OF BUSINESS MANAGEMENT

# SURVEY OF FINAL YEAR CREATIVITY AND BUSINESS INNOVATIONS STUDENTS

## Execution time

The survey was conducted in the spring semester of 2026.

## Objective

The objective of this survey is to find out the students' attitudes towards studies and prospects for professional activity.

## Short presentation of the questionnaire

The final year students evaluated the study programme according to the statements about the studies and acquired skills, which were evaluated on a 5-point scale (5 – strongly agree; 4 – agree; 3 – neither agree nor disagree; 2 – disagree; 1 – strongly disagree). The questionnaire consists of 11 questions formulated as closed-ended and open-ended. The survey was conducted in English. The survey involved 4 out of 11 students in the Creativity and Business Innovations study programme.

## Presentation of survey results:

Based on the data collected from the 5 fully completed questionnaires, 100% of the respondents studied in the full-time study form. Regarding their current employment status, the responses are split as follows: 2 students (40%) work under the study programme, 1 student (20%) works outside the study program, and 2 students (40%) are currently not working.

Rate how much you agree or disagree with the statements on the scale from 1 to 5, where 5 means totally agree, 1 – totally disagree.

| Statements | Average |
|---|---|
| 1. The studies met my expectations | 3,8 |
| 2. The knowledge and skills I have acquired during my studies are in demand in the labour market | 3,5 |
| 3. Communication between teachers and students is based on mutual respect | 4,0 |
| 4. Practices carried out during the studies were useful | 3,6 |
| 5. During studies, the opportunity to go abroad is provided (to study, do internships, participate in project activities | 4,8 |
| 6. The literature supply in the library / reading room and access to information sources matched my needs. | 3,4 |
| 7. Auditoriums and laboratories are adapted for the implementation of studies | 3,6 |
| 8. I was able to use special equipment, laboratories, and other facilities to do my individual tasks | 3,5 |
| 9. I had the opportunity to participate in scientific / artistic activities | 3,5 |

## Possitive statements:

1. During studies, the opportunity to go abroad is provided (to study, do internships, participate in project activities;
2. Communication between teachers and students is based on mutual respect.

## Points to improve:

1. The knowledge and skills I have acquired during my studies are in demand in the labor market;
2. I was able to use special equipment, laboratories, and other facilities to do my individual tasks.

**What competencies did you develop during your studies?**

| Statements | Average |
|---|---|
| 1. Personal leadership (being able to represent yourself and your work results) | 3,5 |
| 2. Problem solving (being able to solve problems) | 4,2 |
| 3. Critical thinking (being able to think critically and analytically) | 4,0 |
| 4. Creativity (being able to generate (innovative) ideas) | 3,7 |
| 5. Initiative (being able to motivate, get involved, develop a positive attitude towards the task, work) | 3,8 |
| 6. Independence and organization (to be able to independently organize your activities) | 4,2 |
| 7. Responsibility (being able to take responsibility for your actions) | 4,2 |
| 8. Communication and cooperation (being able to communicate, work in a team, achieve common goals) | 4,2 |
| 9. Conflict solving (being able to manage conflict situations) | 4,2 |
| 10. Willingness to improve (to be able to adapt (accept innovations) and to constantly learn, learn from experience) | 4,2 |

Students feel that the program successfully fostered standard professional skills such as problem-solving, independence, responsibility, team communication, conflict management, and willingness to improve. The lowest-rated areas are Personal Leadership and Creativity.

**How well are you prepared for a professional career after graduation:**

| | |
|---|---|
| 1. Sufficient to be able to work within the study program | 20% |
| 2. Average so that I can work according to the study program | 40% |
| 3. Insufficient, additional training will be required after employment | 0% |
| 4. Other | 40% |

**Would you recommend your friends / colleagues / acquaintances to choose this study programme?**

| | |
|---|---|
| 1. Yes | 20% |
| 2. Probably yes | 20% |
| 3. Probably not | 40% |
| 4. No | 20% |

The results indicate a positive trend, with 60% of graduates expressing a willingness to recommend the program to others, while also highlighting opportunities to further improve graduate satisfaction and recommendation rates.

**What's next:**

Further action plan for developing study program and increasing students' satisfaction:

- Students doubts and mentioned issues will be addressed during departmental meetings in order to focus on current generation needs and wellbeing. Online and face to face meetings will be continued in order to keep real connection and to face upcoming students issues in advance.
- Students will continuously be encouraged to use facilities and equipment in the faculty as well as introduced to career opportunities after graduation. Most of the students mentioned they work in non-related to the study program field, even though most of them do work in lower and upper managerial positions in business where they do use most of the study gained knowledge on a daily basis.